



## Contact



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Fanysdesign.com

## Skills

- Art Direction
- Graphic Design
- Healthcare Advertising
- Digital Marketing
- Web Design
- Branding
- Concept Development
- Broadcast Campaigns
- Strategic Presentations
- User Experience (UX) Design
- Visual Communication
- Creative Problem-Solving
- Client Relationships

## Education

- **Graphic Design & Art History**  
Miami Dade College | NWSA.
- **BFA Graphic Design (Industrial Design minor)**  
Instituto de Diseño de Caracas.
- **Masters Media & Arts (Intensive English Studies)**  
Ef Language School.

## Software

- Adobe Creative Suite
- Microsoft Office Suite
- Figma
- After Effects
- Premiere Pro
- WordPress
- Klaviyo
- Mailchimp
- Workfront
- Wordpress
- AutoCAD

## Language

Bilingual Spanish and English

# Hello! My name is Elvira Estefania Osorio but you can call me **Fany.**

I'm a highly motivated and innovative Art Director with 10+ years of experience, driving breakthrough concepts and strategies across diverse media. Adept at pushing design boundaries to enhance brand distinctiveness and meet strategic goals. With proven success in delivering solutions, fostering collaboration, and achieving exceptional results.

## Experience

### Group Art Supervisor · Havas Health & You | Oct 2022 - Present

- Manage multiple projects simultaneously and prioritize work according to client needs.
- Collaborate with cross-functional teams to ensure the streamlined execution of projects.
- Provide creative direction and feedback to the Junior team to ensure high-quality work.
- Create and deliver strategic presentations, effectively conveying creative vision.
- Cultivate client relationships, ensuring clear and organized communication of ideas.
- Stay up-to-date with trends and best practices, and apply this knowledge to creative projects.
- Led digital efforts across different brands, overseeing and creating strategies, content, and campaigns to boost online brand recognition and engagement.
- Engaged in concepting exercises.

### Art Supervisor · Havas Health & You | Dec 2021 - Oct 2022

- Developed and presented persuasive ideas across various platforms.
- Implemented feedback from creative and cross-functional teams in a fast-paced environment.
- Created impactful broadcast campaign concepts aligning with strategic objectives.
- Executed comprehensive digital campaigns for elevated brand recognition and engagement.

### Senior Art Director · Havas Health & You | Mar 2021 - Dec 2021

- Spearheaded the development of high-quality visual content, enhancing brand presence.
- Delivered exceptional design solutions across various media platforms.

### Art Director · Zimmerman Advertising | 2017 - 2020

- Deliver versatile design solutions for clients in categories like digital, TV, radio, social, print.
- Directed the creative vision for national campaigns, meeting tight deadlines.
- Amplified online presence, resulting in increased global sales revenue.
- Recognized as Employee of the Month for adept project management and leadership.
- Oversight production vendors: photographers, stylist and directors in the execution of TV and digital campaigns.
- Orchestrated content photoshoots and conducted meticulous color correction sessions.
- Developed packaging design for a prominent pizza brand, a project that saw over 5.5 million printed instances.

### Graphic Designer · Zimmerman Advertising | 2016 - 2017

- Collaborated closely with cross-functional teams to translate concepts into visuals.

### Art Director | Social Media Coordinator · Tamarina restaurants freelance | 2016

- Developed captivating design solutions that enhanced brand engagement across platforms.

### Graphic Designer · M8 Agency freelance | 2016

### Graphic Designer · Turnberry Associates freelance | 2016

### Art Director | Social Media Coordinator · TNUSA. | 2014-2016

### Graphic Designer | Tutor · Miami Dade College Access | 2012-2014

### Art Director Intern · Planned Parenthood | 2011

## Interests



Planning



Digital Art



Typography



Cooking



Coffee Lover



Photography